

**REMARKS**

**I. STATUS OF THE CLAIMS**

Claims 1-6 are currently pending.

**II. IDS**

An IDS was filed on January 14, 2004, but the Examiner has not yet acknowledged the IDS.

It is respectfully requested that that Examiner acknowledge the IDS.

**III. REJECTION OF CLAIMS 1-6 UNDER 35 USC 102(E) AS BEING ANTICIPATED BY DESIRAJU (US PATENT NO. 6,243,613)**

Claim 1 recites a computer-implemented decision management process comprising (a) applying a decision management strategy for controlling behavior of clients of an organization, the strategy being formed of components operating together; (b) determining results of the applied strategy; (c) selecting, by an end user of the process, a respective component forming the strategy for optimization; (d) selecting, by the end user, potential replacement components and performance metrics for the potential replacement components; (e) applying the selected potential replacement components to prior performance data of the clients; (f) determining results of the applied potential replacement components; and (g) automatically optimizing the selected component forming the strategy, in accordance with the determined results of the applied strategy, the determined results of the applied potential replacement components, and the metrics.

Therefore, a strategy is formed of components operating together. An example of a component of a strategy might be, for example, a function (such as, for example, a decision tree) forming part of the strategy. See, for example, page 17, lines 8-13, of the specification. See also, for example, FIG. 7 showing a strategy formed of function sets, with function sets including decision trees in the specific example of FIG. 7. See also, for example, page 7, lines 14-22, of the specification.

Therefore, claim 1 relates to automatically optimizing selected components forming a strategy. For example, a selected decision tree forming part of a strategy might be automatically optimized.

Desiraju discloses the use of a strategy for logistics planning of supplies provided by material suppliers to a factory. See, for example, column 1, lines 7-33, of Desiraju. Supplier

data and material data are used by the strategy to determine an optimum supply policy. See, for example, column 2, lines 36-53, of Desiraju. FIG. 1 and column 6, lines 23-41, of Desiraju, disclose how the strategy characterizes suppliers along a three axes in accordance with collected supplier characterization data. FIGS. 2A-2E and column 7, lines 32-35, of Desiraju, disclose a query form that is used to collect supplier characterization data. FIGS. 3A1-3C3, and column 7, lines 35-38, of Desiraju, disclose how the collected supplier characterization data is organized. FIG. 7 and column 8, lines 46-61, of Desiraju, disclose the operation of the strategy when an item supplied by a supplier is selected on the display screen. FIG. 8, and column 8, line 62, through column 9, line 11, of Desiraju, disclose operation of the strategy when a supplier is selected on the display screen.

From the above portions of Desiraju, it can be seen that Desiraju relates to operation of a strategy.

However, no portion of Desiraju relates to automatically optimizing a selected component forming a strategy in the specific manner recited, for example, in claim 1.

Desiraju does allow a user to modify a strategy through the use of pre-defined knowledge rules. For example, column 10, lines 1-59, disclose pre-defined knowledge rules which include "Binary Rules" and "Weighting Rules".

The Binary Rules of Desiraju allow a user to include or exclude a particular option of a policy in a final recommendation of the strategy. For example, as indicated in column 10, lines 30-43, of Desiraju, if the answer to a particular question, "What is the Companies usage pattern for this specific component over the model year?" for a particular component is "Erratic", then the Binary Rules would eliminate a Just-In-Time replenishing policy since Just-In-Time would not be appropriate in this circumstance.

The Weighting Rules of Desiraju allow a user to assign weights to responses to valid questions. See, for example, column 10, lines 44-59.

Therefore, the Binary Rules and the Weighting Rules simply allow the user to change a strategy before the strategy is run.

However, neither the Binary Rules nor the Weighted Rules of Desiraju provide for (i) the selection by an end user of potential replacement components and performance metrics for the potential replacement components, (ii) the application the selected potential replacement components to prior performance data, (iii) the determination of results of the applied potential replacement components, and/or (iv) the automatic optimization of a selected component in accordance with the determined results of the applied strategy, the determined results of the applied potential replacement components, and the metrics, as recited, for example, in claim 1.

The claims recite the use of "components". As indicated above, a strategy is formed of components operating together. An example of a component of a strategy might be, for example, a function (such as, for example, a decision tree) forming part of the strategy. Desiraju also uses the term "components". However, in Desiraju, a "component" is an item supplied by a supplier to a factory. Therefore, the term "component" in Desiraju is not the same as a "component" recited in the claims of the present application.

In view of the above, it is respectfully submitted that the rejection is overcome.

#### IV. CONCLUSION

In view of the above, it is respectfully submitted that the application is in condition for allowance, and a Notice of Allowance is earnestly solicited.

If any further fees are required in connection with the filing of this response, please charge the fees to our Deposit Account No. 19-3935.

Respectfully submitted,

STAAS & HALSEY LLP

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